

APPENDIX

This Appendix, which forms part of the present application, contains the definitions for the fields in the advertisement delivery table shown in Fig. 20. Some of the terminology, including names of levels and zones, is best understood with reference to prior applications incorporated herein by reference, such as serial no. 09/018,541.

09/018,541

The definitions for the fields in the above table are as follows:

Field Name	Description	Type	Usage
table_version	Version of the content contained in this table.	uint8	M
format_version	Version of the table format definition. For this release, this value should be 3.	uint8	M
block_size	Size of the fields in bytes between block size and 1 st loop_size.	Uint16	M
offset_start_date_time	The date and time from which all time and date bitmaps are relative to.	cdatetime[48]	M
display_page_size_tv	For the Guide Level in the TV Zone, the number of Guide rows to be placed between successive Ad Banners (0 means not applicable).	uint16	M
display_page_size_ec	For the Guide Level in the express cinema Zone, the number of Guide rows to be placed between successive Ad Banners (0 means not applicable).	uint16	M
display_page_size_croads	For the Guide Level in the Crossroads Zone, the number of Guide rows to be placed between successive Ad Banners (0 means not applicable).	uint16	M
1st_fixed_loop_size	Size of the first fixed length loop.	Uint16	M
record_count	Number of fixed-length records in this table before the variable-length blob at the end of the table.	uint16	M
lineup_bitmap	A bitmap of lineups where least significant bit is lineup 1 and most significant bit is lineup 24. Values of each bit are: 0: Record is not applicable to this lineup. 1: Record is applicable to this lineup.	bit_flag[24], see definition	M
navigator_zone	Navigator zones in which this ad appears (Phase I only supports TV): 0x01 TV zone; 0x02 Express zone; 0x04 Crossroads zone; 0x08 through 0x80 are reserved.	dom_flags	M
navigator_level	Navigator levels in which this ad appears (Phase I only supports Guide): 0x01 Host level; 0x02 Multiview level; 0x04 Guide level; 0x08 Channel level; 0x10 Info level; 0x20 Custom level; 0x40 through 0x80 are reserved.	active_flags	M
start_time	Date/time when this data becomes effective.	Uint(16)	M
stop_time	Date/time when this data expires	Uint(16)	M
cycle_duration	The duration (in minutes) that Ad remains on the screen before cycling off during a single rotation sequence. This field allows each Ad to have a unique weight as measured by time. A value of 0 means always visible (i.e. never rotates out).	Unit16	M
asset_type_part1	The type of asset used for the initially viewable portion of the ad (Phase I only supports asset type Graphic).	uint8	M

	0x00 Not applicable; 0x01 Text; 0x02 Graphic; 0x03 Video; 0x04 Shock; 0x05 URL; 0x06 HTML; 0x07 through 0xFF are reserved.		
asset_id_part1	Unique identifier for the initially viewable portion of the ad (0 indicates no ad banner asset to identify, 1 means the ad asset is text, as defined in the variable_data section)	uint16	M
asset_type_part2	The type of asset used for extended lens portion of the ad (Phase I only supports Text): 0x00 Not applicable; 0x01 Text; 0x02 Graphic; 0x03 Video; 0x04 Shock; 0x05 URL; 0x06 HTML; 0x07 through 0xFF are reserved.	uint8	O
asset_id_part2	Unique identifier for the extended lens portion of the ad (0 means no ad asset to identify, 1 means the ad banner asset is text, as defined in the variable_data section).	uint16	O
asset_type_PIP	The type of asset used for display in the PIP when this ad is activated (PIP ad portions are Phase 3/3+): 0x00 Not applicable; 0x01 Text; 0x02 Graphic; 0x03 Video; 0x04 Shock; 0x05 URL; 0x06 HTML; 0x07 through 0xFF are reserved. Note, still/animated graphics and video are the only reasonable asset types that would be presented in the PIP.	uint8	O
asset_id_PIP	Unique identifier for the PIP portion of the ad (0 means no ad asset to identify).	uint16	O
priority	The Priority of the AD. A value of 0 is highest and 255 is lowest priority.	Uint8	M
intended_audience_bitmask	Bitmask which indicates the audience for which this ad is intended: 0: ad not intended for this audience; 1: ad intended for this audience. The use of this field to present ads specific to a viewer will require the STB to know demographic information for the <i>americast</i> subscriber,	audience_flags	O
category_id1	The ID of the pre-defined or user-defined category #1. A value of 0 indicates a null pointer.	uint16	O
category_id2	The ID of the pre-defined or user-defined category #2. A value of 0 indicates a null pointer.	uint16	O

category_id3	The ID of the pre-defined or user-defined category #3. A value of 0 indicates a null pointer.	uint16	O
category_id4	The ID of the pre-defined or user-defined category #4. A value of 0 indicates a null pointer.	uint16	O
ad_type	Defines the type of ad for this record (Phase I supports 0x00, 0x01, 0x02, 0x06 and 0x07 ads): 0x00 reserved 0x01 half length banner ad; 0x02 full length banner ad; 0x03 Parent Virtual Channel Ad (PVCA); 0x04 Fixed Virtual Channel Ad (FVCA); 0x05 Highlighted Channel Ad (HCA); 0x06 sort category banner ad (upper); 0x07 sort category banner ad (lower); 0x09 Hot Spot ad; 0x10 Message ad; 0x1A through 0xFF are reserved.	uint8	M
beg_display_row	For full and half ads, the first row in the guide after which this ad is intended to be displayed. Note, a 0 indicates that no row ranges are specified and that the ad is displayable at any point in the Guide. For FVCA ads, the first row in the guide on which this ad should be placed. For ads other than full, half and FVCA, this field will be 0 and will be ignored.	uint16	O
end_display_row	For full and half ads, the last row in the guide before which this ad is intended to be displayed. Note, a 0 indicates that no row ranges are specified and that the ad is displayable at any point in the Guide. For FVCA ads, the last row in the guide on which this ad should be placed. For ads other than full, half and FVCA, this field will be 0 and will be ignored.	uint16	O
display_row_package_count	For full, half and FVCA ads, the number of discrete row ranges in/on which ad display is intended. Note, this	uint8	O
position_service_id	For PVCA ads, the parent service ID for the row in the guide below which the ad should be displayed. For HCA ads, the service ID for the row in the guide to be highlighted. This field will be 0 and will be ignored For ad types other than PVCA and HCA.	uint16	M: PVCA and HCA
h_position	The left/right display information for the position of the ad. This is a stub for future (Phase 3) ads, such as hot spot and message ads, which may be placed at specific screen locations. This coordinate may be a pixel offset from screen left, or a table's column index, depending on the ad type. This field will be 0 and will be ignored for ad types other than hot spot and message.	uint16	M: hot spot and message
v_position	The top/bottom display information for the position of the ad. This is a stub for	uint16	M: hot spot and message

	future (Phase 3) ads, such as hot spot and message ads, which may be placed at specific screen locations. This coordinate may be a pixel offset from screen top, or a table's row index, depending on the ad type. This field will be 0 and will be ignored for ad types other than hot spot and message.		
opacity	The percent opacity of the ad. This is a stub for future (Phase 3) ads, such as hot spot and message ads, which may lay graphics over video and require an opacity specification. This field will be 0 and will be ignored for ad types other than hot spot and message.	uint8	M: hot spot and message
action_type	Action type associated with "G" key (Phase I only supports 0x00): 0x00 no action is associated with the ad; 0x01 a destination URL will carry out the action using the URL string defined in the variable_data section; 0x02 event for autotune/mark/mark-to-record; 0x03 marquee for autotune/purchase/purchase-and-record; 0x04 generally purchasable product (purchasable through Generic Buy Process using e-commerce engine); 0x05 a destination virtual channel page in the Crossroads zone will carry out the action.	uint8	M
service_id	The identifier for the service on which the advertised program in the ad is to be aired. This helps identify programs associated with action type 0x02 (i.e. event for autotune/mark/mark-to-record). For action types other than 0x02, this value will be 0 and will be ignored.	uint16	M: action type 0x02
event_date_time	GMT date and time the program's broadcast begins. This helps identify programs with action type 0x02 (i.e. event for autotune/mark/mark-to-record). For action types other than 0x02, this value will be 0 and will be ignored.	cdatetime[48]	M: action type 0x02
marquee_id	The identifier for the marquee record for autotune/purchase/purchase-and-record. For action types other than 0x03, this value will be 0 and will be ignored.	uint16	M: action type 0x03
product_id	The identifier for the generally purchasable item.	TBD (dependent on e-commerce engine)	M: action type 0x04
virtual_page_id	The identifier for the virtual page to be accessed in order to carry out the action. This is used for ads with action type 0x05 (i.e. a page in the Crossroads zone). Note, if all pages in the Crossroads zone have associated URLs, then this field should be eliminated and the URL string defined in the variable_data section should be used.	TBD (depends on how Crossroads virtual pages are referenced)	M: action type 0x05
variable_data_offset	Starting position offset (in Bytes) of the data in the variable-length record data. An	Uint32	M

	offset of 0 points to the variable data_count field		
variable_data_count	Number of records that follow	Unit16	M
url_string_length	Specifies the length of the URL field	uint16	M
url_string	For URL ad types, the URL associated with the ad. For URL action types, the URL to visit in order to fulfill the action.	vstring[~]	O
display_row_package_length	Specifies the length of the display row package field.	uint16	M
beg_display_row_range[]	The first row in this guide range after which this ad is intended to be displayed. For FVCA ads, the first row in this guide range on which this ad should be placed.	uint16[]	O
end_display_row_range[]	For half and full ads, the last row in this guide range before which this ad is intended to be displayed. For FVCA ads, the last row in this guide range on which this ad should be placed.	uint16[]	O
ad_part1_text_length	Specifies the length of the text for part 1, the initially viewable portion, of the ad.	uint16	M
ad_part1_text	Ad text.	vstring[~]	O
ad_part2_text_length	Specifies the length of the text for part 2, the extended lens portion, of the ad.	uint16	M
ad_part2_text	Description of the ad.	vstring[~]	M

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Specific, page 27-32 was miscellaneous (appendix)

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